

**RECEIVED  
CENTRAL FAX CENTER**

SEP 03 2008

**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE**

Attorney Docket No.: Google-54 (GP-064-06-US)

Applicants: Darrell ANDERSON, et al.

Serial No.: 10/634,501

Filing Date: August 5, 2003

Title: **SERVING CONTENT-RELEVANT ADVERTISEMENTS WITH CLIENT-SIDE  
DEVICE SUPPORT**

Examiner: Sana A. Al Hashemi

Group Art Unit: 2164

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

Reference CV was cited in an Office Action from the Canadian Patent Office in Canadian Patent Application No. 2,499,669, which is a counterpart application to U.S. Patent Application Serial Nos. 60/413,536, 10/375,900 and 10/314,427 (to which the above-captioned application claims priority). A copy of that Canadian Office Action is provided as reference CW. Note that U.S. Patent No. 6,385,592 cited in reference CW is already of record (Reference AL).

Since this Information Disclosure Statement is being filed before a final Office Action, a Notice of Allowance, or an action that otherwise closes prosecution on the merits, it should be considered under 37 C.F.R. § 1.97 (c)(1). A statement under 37 C.F.R. § 1.97 (e)(1) is provided. If, however, such an action has been mailed, then this Information Disclosure Statement should be considered under 37 C.F.R. § 1.97 (c)(2).

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

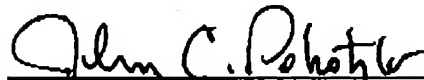
**Certification Under 37 CFR 1.97(e)(1):**

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

September 3, 2008



John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 936-1400

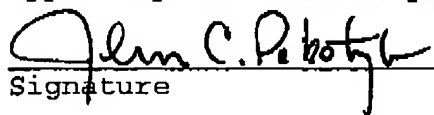
STRAUB & POKOTYLO  
788 Shrewsbury Ave.  
Tinton Falls, NJ 07724

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

Type or print name of person signing certification

  
Signature

September 3, 2008

Date